

## SCHOOL OF COMMUNICATION CMNS 326-4

David Murphy  
K7651 Applied Media Lab  
email: [davidcot@sfu.ca](mailto:davidcot@sfu.ca)

Burnaby Day

### **APPLIED MEDIA WORKSHOP: ON THE HILL**

**Prerequisites:**

Permission of instructor and CMNS 226. Recommended: CMNS 230.

**Overview:**

This course builds on students' background in applied media analysis through an exploration of the philosophy and pragmatics of community based journalism. This course has two parallel components - a seminar and a workshop stream. The objectives of this course are to stimulate a critical reflection on the role of television journalism in our communities; to analyze the communication design issues relevant for lively and democratic journalism; and to challenge those students to develop their own creative approach to news and documentary television for local communities.

The media analysis seminars will require students to participate in discussions, viewing, and readings pertaining to the role and traditions of community journalism, including the policy, design, ethical and pragmatic issues that have influenced the limitations on community production of news and documentary television. Students will be expected to view and discuss critically local television news broadcasts, to follow local issues, and to partake in critical news analysis sessions (in conjunction with students from CMNS 428) based on a series of five films that examine key issues in the critiques of contemporary journalism.

Students will also participate in teams in all aspects of the production of two video magazine programs, from proposing topics to researching, interviewing, and editing a finished series of stories. Workshops in digital camera, sound and editing (Final Cut, Photoshop, After Effects) will be offered to improve on students technical skills and to extend their understanding of digital video production. Also all students will be expected to work on their social and teamwork skills related to all aspects of production management, scripting, researching, interviewing, and on camera performance in a creative and flexible task oriented environment.

**Required Texts:**

Students will be required to view and read set course materials.

**Course Evaluation:**

Students can expect to be evaluated on different qualitative aspects of their learning; their technical competence in digital production techniques; their conceptual acuity and ability to articulate media analysis issues, their work habits, team skills, and creative contributions to the course; and their ability to write and produce material for On the Hill.

**Grades will be allocated for the following:**

- 1) Production Work; 60% - various new stories, which are compiled into a web based news program.
- 2) Workshop, Seminar and Log; 20% - cooperation, self-motivation and leadership, articulate and insightful commentary on course themes and texts, and thoughtful commentary on others work are essential to the course pedagogy.
- 3) Written Work: 20% - broadcast writing assignment and a position paper of less than 2000 words.

The School expects that the grades awarded in this course will bear some reasonable relation to established university-wide practices with respect to both levels and distribution of grades. In addition, the School will follow Policy T10.02 with respect to "Intellectual Honest," and Academic Discipline" (see the current Calendar, General Regulations Section).